

## ORDER

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Flight Dates 09/25/12-10/01/12

<u>Order Sep</u> 00:15:00

Estimate #

Contract / Revision 260123 / OBAMA FOR AMERICA A Alt Order # 06334998

Original Date / Revision Agency Com 15% Billing Type Cash
Original Date / Revision Order Type GENERAL

Product

09/24/12 09/24/12 Billing Contact Order Type GENERAL

Advertiser Pol/Pres/D/Barack Obama

Billing Cycle EOM/EOC

New till 02/05/09

Suite 100

Washington, DC 20007

Billing Calendar BROADCAST

Demographic A35+

Agency GMMB

Rev Codes AGY POL CAND

Buying Contact

Sales Office PHI Product Codes PL-Presidential-Democrat

Sales Office PHI Product Codes PL-Presidential-Democr

3050 K Street NW
Suite 100
Agency Ref
Washington, DC 20007

Primary Account Executive
Kristen Waskie

Account Executive

Order%

Start Date

Kristen Waskie 100%
Order Share 100% Market Value 74150

**End Date** 

Amount Competing Station % of Order % 0 CABLE % 0 WESH % 0 WFTV % 0 WKCF % 0 WOFL 0 % WOPX 0 % **WRBW** 0 % **WRDQ** 

**Billing Plan Order Totals Net Amount Gross Amount** Rating Start Date End Date # Spots Net Amount Gross Amount # of Spots Month \$55,550.00 53 \$47,217.50 0.00 08/27/12 09/30/12 53 \$47,217.50 \$55,550.00 September 2012 \$18,600.00 12 \$15,810.00 0.00 10/01/12 10/01/12 \$15,810.00 \$18,600.00 October 2012 12 65 \$63,027,50 \$74,150.00 0.00 Totals

											<u>Tota</u>	ıls
Ln	Ch St	art End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	WKMG 09/	26/12 09/28	12 Morn News at 5a Morn News at 5a	СМ	5-530a	WTF	:30	4	\$275.00P-2	0.00 NM	4	\$1,100.00
W	<u>Start Da</u> eek: 09/24/1			Spots/Week 4	<u>Rate</u> \$275.00	<u>Rating</u> 0.00						
E 2	WKMG 10/	01/12 10/01	/12 Morn News at 5a Morn News at 5a	CM	5-530a	1	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
W	<u>Start Da</u> eek: 10/01/1			Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 3	WKMG 09/	26/12 09/28	12 Morn News at 53 Morn News at 53		530-6a	WTF	:30	4	\$400.00 P-2	0.00 NM	4	\$1,600.00
W	<u>Start Da</u> eek: 09/24/1			Spots/Week 4		Rating 0.00						
E 4	WKMG 10/	01/12 10/01	/12 Morn News at 53 Morn News at 53		530-6a	1	:30	1	\$450.00P-2	0.00 NM	1	\$450.00





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Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA A Estimate # 1844

<u>Auvertiser</u>	Om I	00,0,00.	ack Opallia !_	TOGGET OB							Tota	ale
Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Spo	ots	Rate Pri	Rtg Type	I PROTECTION OF THE PARTY OF TH	Amount
	0/01/12	10/01/12	Morn News at 530	a CM	530-6a	1	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
Ott	Data	Frd Data	Morn News at 530		Pata	Rating						
<u>Start</u> Week: 10/01		End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00	0.00						
E 5 WKMG		2 09/28/12	Morn News at 6a	СМ	6-7a	WTF	:30	4	\$500.00 P-2	0.00 NM	4	\$2,000.00
Stort	Data	End Date	Morn News at 6a Weekdays	Spots/Week	Rate	Rating						
<u>Start</u> Week: 09/24		09/30/12	WTF	<u> </u>	\$500.00	0.00						
E 6 WKMG 1	10/01/1:	2 10/01/12	Morn News at 6a Morn News at 6a	СМ	6-7a	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start		End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
Week: 10/01		10/07/12	CBS This Morning	CM	7-9a	WTF	:30	4	\$350.00 P-2	0.00 NM	4	\$1,400.00
E , 44			The Early Show	,								
	Date	End Date	<u>Weekdays</u> WTF- <del></del>	Spots/Week 4	<u>Rate</u> \$350.00	Rating 0.00						
Week: 09/24 E 8 WKMG		09/30/12	CBS This Morning		7-9a	1	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
			The Early Show									
Start Week: 10/01	Date	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
E 9 WKMG (			5-7a Sat News	CM :	5-7a	1-	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
			Sat 5-7a News			- 4						
Start Week: 09/24	<u>Date</u> 4/12	End Date 09/30/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E 10 WKMG			CBS Sunday Mor		9-1030a	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
	Date	End Date	<u>Weekdays</u>	Spots/Week	-	Rating						
Week: 09/24 E 11 WKMG		09/30/12	9-10a Rachael Ra	1 av CM	\$1,200.00 9-10a	0.00 WTF	:30	4	\$225.00 P-2	0.00 NM	4	\$900.00
ETT WKING	08/20/1	2 03120112	Rachael Ray	ay Olvi	0 100							
	t Date	End Date	Weekdays	Spots/Week	-	Rating						
Week: 09/24 E 12 WKMG		09/30/12	WTF 9-10a Rachael Ra	av CM	\$225.00 9-10a	0.00	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
E 12 VIKING	10/01/1	2 10/01/12	Rachael Ray	.,	5 100							
	t <u>Date</u>	End Date	<u>Weekdays</u> 1	Spots/Week	Rate \$300.00	Rating 0.00						
Week: 10/0		2 09/28/12	10-11a Let's Mak	e A De@M	10-11a	WTF	:30	4	\$300.00 P-2	0.00 NM	4	\$1,200.00
E 13 WIGHO	03/20/1	2 00/20/12	Let's Make a Dea									
	t Date	End Date	Weekdays	Spots/Week		Rating 0.00						
Week: 09/2 E 14 WKMG		09/30/12	WTF 10-11a Let's Mak	e A De®M	\$300.00 10-11a	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
L 14 VIIIIO	10/01/1	2 10/01/12	Let's Make a Dea									
	t Date	End Date	<u>Weekdays</u> 1	Spots/Week		Rating 0.00						
Week: 10/0 E 15 WKMG		2 09/28/12			11a-12p	WTF	:30	4	\$550.00 P-2	0.00 NM	4	\$2,200.00
E 10 MAKING	JUIZUI	_ 05/20/12	Price is Right		• • • • •							
	t Date	End Date	<u>Weekdays</u> wTF	Spots/Week	<u>Rate</u> \$550.00	Rating 0.00						
Week: 09/2 E 16 WKMG		09/30/12  2 10/01/12	<del></del>		11a-12p	1	:30	1	\$1,200.00 P-2	0.00 NN	1	\$1,200.00
1 II (11/10)			Price Is Right			<b>5</b> "						
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Weel	<u>Rate</u>	Rating					1	



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Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA A Estimate # 1844

Auvertiser	FOIAT	CSIDIDAI	ack Obalila _	<u> 10000.</u>				-		Tota	lo.
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Tota Spots	Amount
E 16 WKMG	- processor - 1111-00000	- AND THE PARTY OF	11-12p Price Is R		11a-12p	1	30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
			Price Is Right			<b>B</b> (1)					
<u>Sta</u> Week: 10/	rt <u>Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
E 17 WKMG			1030-1130a Face		1030-11 <b>3</b> 0a	1	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
			Face The Nation	O., -1- 6841-	Data	Rating					
<u>Sta</u> Week: 09/	<u>irt Date</u> /24/12	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00	0.00					
E 18 WKMG		2 09/28/12	530-6p The Inside	эг СМ	530p-6p	~-WTF	:30 4	\$500.00 P-2	0.00 NM	4	\$2,000.00
Ct-	-4 D-4-	End Data	Insider	Spots/Week	Rate	Rating					
<u>Sta</u> Week: 09	art <u>Date</u> /24/12	End Date 09/30/12	<u>Weekdays</u> WTF	<u>30013/44eek</u>		0.00					
E 19 WKMG	10/01/1	2 10/01/12	530-6p The Inside	er CM	530p-6p	1	:30 1	\$750.00 P-2	0.00 NM	1	\$750.00
C+,	art Date	End Date	Insider Weekdays	Spots/Week	Rat <u>e</u>	Rating					
<u>اد .</u> Week: 10		10/07/12	1	1	\$750.00	0.00					
E 20 WKMG		2 09/28/12		СМ	6-630p	WTF	:30 4	\$600.00 P-2	0.00 NM	4	\$2,400.00
Ct	net Data	End Date	News at 6p Weekdays	Spots/Week	Rate	Rating					
<u>518</u> Week: 09	art <u>Date</u> /24/12	09/30/12	WTF	<del>Spots/week</del>		0.00					
E 21 WKMG	3 10/01/1	2 10/01/12		CM	6-630p	1	:30	\$1,000.00P-2	0.00 NM	1	\$1,000.00
Ch	ed Data	End Data	News at 6p Weekdays	Spots/Week	Rate	Rating					
<u>اد .</u> Week: 10	art <u>Date</u> /01/12	End Date 10/07/12	1		\$1,000.00	0.00					
E 22 WKMG	9 09/26/1	2 09/28/12	•	de Ed CM	730-8p	WTF	:30	4 \$1,200.00 P <b>-</b> 2	0.00 NM	4	\$4,800.00
C+	art Date	End Date	Inside Edition Weekdays	Spots/Week	Rat <u>e</u>	Rating					
<u>ى د</u> Week: 09		09/30/12	WTF		\$1,200.00	0.00	****				
E 23 WKMC	3 10/01/1	2 10/01/12		de Ed CM	730-8p	1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
<b>S</b> +	art Date	End Date	Inside Edition Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	1		\$1,200.00	0.00					*** *** ***
E 24 WKMC	3 10/01/1	2 10/01/12	•	СМ	9-930p	1	:30	1\$10,000.00 P-2	0.00 NM	1	\$10,000.00
St	art Date	End Date	2 Broke Girls Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	1	1	1\$10,000.00	0.00	<u></u>				<b>#0.000.00</b>
E 25 WKM	G 09/25/1	12 09/25/12	Tue Prime 9p	CM	9-10p	-1	:30	1 \$9,000.00 P-2	0.00 NM	1	\$9,000.00
St	art Date	End Date	NCIS:LA Weekdays	Spots/Weel	<u>Rate</u>	Rating					
Week: 09		09/30/12	-1		1 \$9,000.00	0.00	<u></u>				<b>#0.000.00</b>
E 26 WKM	G 09/26/	12 09/26/12		CM	10-11p	1	:30	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
Q.	tart Date	End Date	CSI <u>Weekdays</u>	Spots/Weel	k Rate	Rating					
Week: 09		09/30/12	1		1 \$8,000.00	0.00					40.000.00
E 27 WKM	G 09/30/	12 09/30/12		CM	8-9p	1	:30	1 \$8,000.00 P-2	2 0.00 NIV	1	\$8,000.00
Si	tart Date	End Date	Amazing Race Weekdays	Spots/Weel	k <u>Rate</u>	Rating					
ع Week: 0		09/30/12	1		1 \$8,000.00	0.00		. 41 882 22 2	0.00 14		ቀራ ስብባ ስባ
E 28 WKM	G 09/25/	12 09/28/12		CM	11-1135p	-TWTF	:30	4 \$1,500.00 P-2	2 0.00 NN	4	\$6,000.00
0	tart Date	End Date	M-F 11p News <u>Weekdays</u>	Spots/Wee	<u>k Rate</u>	Rating					
<u>5</u>	tait Date	LIN Date	- TOO NOON								



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Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA A Estimate # 1844

										Tota	and .
Ln Ch Star	t End	Inventory Code	Break	Start/End T	ime Days	Len S	Spots	Rate Pri	Rtg Type S	pots	Amount
E 28 WKMG 09/25	5/12 09/28/12	M-F 11p News	СМ	11-1135p	-TWTF	:30	4	\$1,500.00P-2	0.00 NM	4	\$6,000.00
		M-F 11p News									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/12	09/30/12	-TWTF	4	\$1,500.00	0.00				202 194	4	#4 700 00
E 29 WKMG 10/0	1/12 10/01/12	M-F 11p News	CM	11-1135p	1	:30	1	\$1,700.00 P-2	0.00 NM	1	\$1,700.00
		M-F 11p News									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week: 10/01/12	10/07/12	1	1	\$1,700.00	0,00			4050 00 0 0	144.00.0	1	\$350.00
E 30 WKMG 09/30	0/12 09/30/12		CM	1135p-1235	a1	:30	1	\$350.00 P-2	0.00 NM	ı	φ500.00
		Cold Case									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	1	1	\$350.00	0.00			#200 00 D D	0.00 NIM	4	\$600.00
E 31 WKMG 09/2	9/12 09/29/12	_	•	3-330p	1-	:30	1	\$600.00 P-2	0.00 NM	ı	\$000.00
		College FB Toda			/I						
Start Date		<u>Weekdays</u>	Spots/Week		Rating				ŧ		
Week: 09/24/12	09/30/12	1-	1	\$600.00	0.00			#4 F00 00 D 0	0.00 NM	1	\$1,500.00
E 32 WKMG 09/3	0/12 09/30/12		CM	various	1	:30	1	\$1,500.00 P-2	U.UU NIM	•	φ1,500.00
		NFL TODAY			- <i>"</i>				I		
Start Date		<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/24/12	09/30/12	1	1	\$1,500.00	0.00					25.4	7.4.4.5.0.00
									Totals	65 \$	74,150.00